WHILE YOU ARE WAITING

Download the ULI Meetings App to Participate!
Mixed Use: Myth and Fact
GETTING STARTED

Using the ULI Meetings App to Participate!
You choose – Myth or Fact!
1. Click Schedule on the App
   Homepage
2. Select the Mixed-Use: Myth + Fact Session
3. Select voting

CHOOSE MYTH OR FACT!
3 Years + 6 Cities = 8 Mixed Use Lessons

2013 – Los Angeles

2014 – San Francisco

2014 – Hong Kong

2014 – Singapore

2015 – Santa Monica

2015 – Washington DC
1976

‘Mixed use projects have three or more revenue producing uses that in well planned projects are mutually supporting’

Mixed Use Developments: New Ways of Land Use – Urban Land Institute 1976
“Mixed-use makes for three-dimensional, pedestrian-oriented places that layer compatible land uses, public amenities, and utilities together at various scales and intensities”

http://www.placemakers.com/2013/04/04/mixed-up-on-mixed-use/
Mixed Use 1960+

- Hotel
- Retail Mall
- Office Tower
- Parking Garage
- Residential (in only limited cases)

Character
- Super Block
- Big
- Insular
- High Profile
- Complete and Highly Controlled
Mixed Use 2005+

- Residential is key
- Street based Retail
- Office and Employment
- Civic offering(s)
- High emphasis on public realm

Character
- Fine Grained
- Incremental/phased
- Contextual
New Town, Suburban or Urban MXD?

© UrbanGreen 2014

High Density/ Vertically Integrated Mixed Use

Transit Focused

Transit Supported/ Auto Enabled

Lower Density/ Horizontal Mixed Use

Auto Dependent

Greenfield

Suburban

Urban Core
Mixed Use Key Decisions

A. Podium vs. Block?
B. Retail + Residential, Residential + Retail
C. How to Create Synergy
D. What is the Driver?
E. Role of the Public Realm
F. Evolutionary vs. ‘Done’
G. Sustainability, Resilience and Health
Our Panel

Vicki Davis, Principal
URBAN ATLANTIC, Washington, DC

Jeff Isenstadt, President
JCI Development, Los Angeles, CA

Jack Renteria, Partner
3XN Architects, Copenhagen, DK

Mixed Use: Myth + Fact | 26 October 2017
1. Spend more up front (always cheaper on paper)

2. Understand the Role of Parking and Transit

3. Pay attention to the unsexy stuff (column grids, parking, bay width)

4. Be Realistic about the Driver
5 Get the Place right

6 Prove the value proposition early

7 Match Time Horizon with the Money

8 Invest in Operating Tools and Management